

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-24. (Cancelled)

25. (New) A method comprising:

detecting, in an interaction between a sales agent and a customer, spoken words of at least one of the sales agent and the customer;

determining a first geographic location relevant to the interaction between the sales agent and the customer;

based on the determination of the first geographic location relevant to the interaction between the sales agent and the customer, determining a first product type associated with the first geographic location relevant to the interaction between the sales agent and the customer;

based on the determination of the first product type associated with the first geographic location relevant to the interaction between the sales agent and the customer, determining a context of the interaction based on the detected spoken words by filtering data associated with the detected spoken words to prioritize identification of a context relevant to the first product type associated with the first geographic location relative to identification of a context relevant to a second product type associated with a second geographic location, the second product type being different than the first product type and the second geographic location being different than the first geographic location;

linking the determined context to stored product information relevant to the determined context of the interaction;

retrieving, by a processor, the stored product information relevant to the determined context of the interaction; and

providing the retrieved information in an electronically presentable format to the sales agent.

26. (New) The method of claim 25:

wherein detecting, in the interaction between the sales agent and the customer, spoken words of at least one of the sales agent and the customer comprises detecting, in an interaction between a sales agent and a customer occurring in a retail sales store, spoken words of at least one of the sales agent and the customer;

wherein determining the first geographic location relevant to the interaction between the sales agent and the customer comprises determining a first location in the retail sales store where the interaction between the sales agent and the customer is occurring;

wherein determining the first product type associated with the first geographic location relevant to the interaction between the sales agent and the customer comprises determining a first product type located in an area of the retail sales store that corresponds to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring; and

wherein filtering data associated with the detected spoken words to prioritize identification of a context relevant to the first product type associated with the first geographic location relative to identification of a context relevant to a second product type associated with a second geographic location comprises filtering data associated with the detected spoken words to prioritize identification of a context relevant to the first product type located in the area of the retail sales store that corresponds to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring relative to identification of a context relevant to a second product type located in another area of the retail sales store that does not correspond to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring.

27. (New) The method of claim 26, wherein filtering data associated with the detected spoken words to prioritize identification of a context relevant to the first product type located in the area of the retail sales store that corresponds to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring relative to

identification of a context relevant to a second product type located in another area of the retail sales store that does not correspond to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring comprises looking only for information concerning products that fall into a specific department associated with the area of the retail sales store that corresponds to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring, rather than looking for information concerning products offered in the entire retail sales store.

28. (New) The method of claim 26, wherein providing the retrieved information in an electronically presentable format to the sales agent comprises displaying, on a portable computer used by the sales agent, the retrieved information such that the sales agent and the customer are able to view the displayed information on the portable computer together at the first location in the retail sales store.

29. (New) The method of claim 28, wherein providing the retrieved information in an electronically presentable format to the sales agent further comprises:

determining that the retrieved information includes too much content to be readably displayed on the portable computer used by the sales agent;

in response to determining that the retrieved information includes too much content to be readably displayed on the portable computer used by the sales agent, providing, to the sales agent, a list of available displays that have a larger screen than the portable computer used by the sales agent and that are located in the retail sales store nearby the first location in the retail sales store where the interaction between the sales agent and the customer is occurring;

receiving, based on input provided by the sales agent, selection of a display included in the list of available displays that have a larger screen than the portable computer used by the sales agent and that are located in the retail sales store nearby the first location in the retail sales store where the interaction between the sales agent and the customer is occurring; and

based on the selection, routing the retrieved information to the selected display.

30. (New) The method of claim 25, wherein detecting, in the interaction between the sales agent and the customer, spoken words of at least one of the sales agent and the customer comprises detecting, in an interaction between a sales agent and a customer, spoken words of both the sales agent and the customer.

31. (New) The method of claim 25, wherein providing the retrieved information in an electronically presentable format to the sales agent comprises displaying, on a portable computer used by the sales agent, the retrieved information and providing, through a headset used by the sales agent, an audible signal acknowledging availability of displayed information on the portable computer used by the sales agent.

32. (New) A sales support tool comprising:
a data processing system;
an audio input device configured to non-obtrusively detect at least part of a conversation between a sales agent and a customer;
programming code operational with the data processing system to:
detect, in an interaction between a sales agent and a customer, spoken words of at least one of the sales agent and the customer;
determine a first geographic location relevant to the interaction between the sales agent and the customer;
based on the determination of the first geographic location relevant to the interaction between the sales agent and the customer, determine a first product type associated with the first geographic location relevant to the interaction between the sales agent and the customer;
based on the determination of the first product type associated with the first geographic location relevant to the interaction between the sales agent and the customer, determine a context of the interaction based on the detected spoken words by filtering data associated with the detected spoken words to prioritize identification of a context relevant to the first product type associated with the first geographic location relative to identification of a context relevant to a second product type associated with a second

geographic location, the second product type being different than the first product type and the second geographic location being different than the first geographic location;

link the determined context to stored product information relevant to the determined context of the interaction;

retrieve, by a processor, the stored product information relevant to the determined context of the interaction; and

provide the retrieved information in an electronically presentable format to the sales agent.

33. (New) A method comprising:

detecting, in an interaction between a sales agent and a customer, spoken words of at least one of the sales agent and the customer;

determining a first geographic location relevant to the interaction between the sales agent and the customer;

based on the determination of the first geographic location relevant to the interaction between the sales agent and the customer, determining a first product type associated with the first geographic location relevant to the interaction between the sales agent and the customer;

filtering data associated with the detected spoken words to prioritize identification of a first context relevant to the first product type associated with the first geographic location relative to identification of a context relevant to a second product type associated with a second geographic location, the second product type being different than the first product type and the second geographic location being different than the first geographic location;

determining a context of the interaction based on the filtering;

linking the determined context to stored product information relevant to the determined context of the interaction;

retrieving, by a processor, the stored product information relevant to the determined context of the interaction; and

providing the retrieved information in an electronically presentable format to the sales agent.

34. (New) The method of claim 33:

wherein detecting, in the interaction between the sales agent and the customer, spoken words of at least one of the sales agent and the customer comprises detecting, in an interaction between a sales agent and a customer occurring in a retail sales store, spoken words of at least one of the sales agent and the customer;

wherein determining the first geographic location relevant to the interaction between the sales agent and the customer comprises determining a first location in the retail sales store where the interaction between the sales agent and the customer is occurring;

wherein determining the first product type associated with the first geographic location relevant to the interaction between the sales agent and the customer comprises determining a first product type located in an area of the retail sales store that corresponds to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring; and

wherein filtering data associated with the detected spoken words to prioritize identification of a context relevant to the first product type associated with the first geographic location relative to identification of a context relevant to a second product type associated with a second geographic location comprises filtering data associated with the detected spoken words to prioritize identification of a context relevant to the first product type located in the area of the retail sales store that corresponds to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring relative to identification of a context relevant to a second product type located in another area of the retail sales store that does not correspond to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring.

35. (New) The method of claim 34, wherein filtering data associated with the detected spoken words to prioritize identification of a context relevant to the first product type located in the area of the retail sales store that corresponds to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring relative to identification of a context relevant to a second product type located in another area of the retail sales store that does not correspond to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring comprises looking only for

information concerning products that fall into a specific department associated with the area of the retail sales store that corresponds to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring, rather than looking for information concerning products offered in the entire retail sales store.

36. (New) The method of claim 34, wherein providing the retrieved information in an electronically presentable format to the sales agent comprises displaying, on a portable computer used by the sales agent, the retrieved information such that the sales agent and the customer are able to view the displayed information on the portable computer together at the first location in the retail sales store.

37. (New) The method of claim 36, wherein providing the retrieved information in an electronically presentable format to the sales agent further comprises:

determining that the retrieved information includes too much content to be readably displayed on the portable computer used by the sales agent;

in response to determining that the retrieved information includes too much content to be readably displayed on the portable computer used by the sales agent, providing, to the sales agent, a list of available displays that have a larger screen than the portable computer used by the sales agent and that are located in the retail sales store nearby the first location in the retail sales store where the interaction between the sales agent and the customer is occurring;

receiving, based on input provided by the sales agent, selection of a display included in the list of available displays that have a larger screen than the portable computer used by the sales agent and that are located in the retail sales store nearby the first location in the retail sales store where the interaction between the sales agent and the customer is occurring; and

based on the selection, routing the retrieved information to the selected display.

38. (New) The method of claim 33, wherein detecting, in the interaction between the sales agent and the customer, spoken words of at least one of the sales agent and the customer comprises detecting, in an interaction between a sales agent and a customer, spoken words of both the sales agent and the customer.

39. (New) The method of claim 33, wherein providing the retrieved information in an electronically presentable format to the sales agent comprises displaying, on a portable computer used by the sales agent, the retrieved information and providing, through a headset used by the sales agent, an audible signal acknowledging availability of displayed information on the portable computer used by the sales agent.

40. (New) A sales support tool comprising:
a data processing system;
an audio input device configured to non-obtrusively detect at least part of a conversation between a sales agent and a customer;
programming code operational with the data processing system to:
detect, in an interaction between a sales agent and a customer, spoken words of at least one of the sales agent and the customer;
determine a first geographic location relevant to the interaction between the sales agent and the customer;
based on the determination of the first geographic location relevant to the interaction between the sales agent and the customer, determine a first product type associated with the first geographic location relevant to the interaction between the sales agent and the customer;
filter data associated with the detected spoken words to prioritize identification of a first context relevant to the first product type associated with the first geographic location relative to identification of a context relevant to a second product type associated with a second geographic location, the second product type being different than the first product type and the second geographic location being different than the first geographic location;
determine a context of the interaction based on the filtering;
link the determined context to stored product information relevant to the determined context of the interaction;

retrieve, by a processor, the stored product information relevant to the determined context of the interaction; and

provide the retrieved information in an electronically presentable format to the sales agent.

41. (New) A method comprising:

detecting, in an interaction between a sales agent and a customer occurring in a retail sales store, spoken words of at least one of the sales agent and the customer;

determining a first location in the retail sales store where the interaction between the sales agent and the customer is occurring;

based on the determination of the first location in the retail sales store where the interaction between the sales agent and the customer is occurring, processing the detected spoken words by:

focusing on identifying keywords related to products found in an area of the retail sales store that corresponds to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring, and

avoiding keywords related to products found in other areas of the retail sales store that do not correspond to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring;

determining a context of the interaction based on the processing of the detected spoken words;

linking the determined context to stored product information relevant to the determined context of the interaction;

retrieving, by a processor, the stored product information relevant to the determined context of the interaction; and

providing the retrieved information in an electronically presentable format to the sales agent.

42. (New) The method of claim 41, wherein focusing on identifying keywords related to products found in an area of the retail sales store that corresponds to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring and avoiding keywords related to products found in other areas of the retail sales store that do not correspond to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring comprises looking only for information concerning products that fall into a specific department associated with the area of the retail sales store that corresponds to the first location in the retail sales store where the interaction between the sales agent and the customer is occurring, rather than looking for information concerning products offered in the entire retail sales store.

43. (New) The method of claim 41, wherein detecting, in the interaction between the sales agent and the customer occurring in the retail sales store, spoken words of at least one of the sales agent and the customer comprises detecting, in an interaction between a sales agent and a customer occurring in a retail sales store, spoken words of both the sales agent and the customer.

44. (New) The method of claim 41, wherein providing the retrieved information in an electronically presentable format to the sales agent comprises displaying, on a portable computer used by the sales agent, the retrieved information and providing, through a headset used by the sales agent, an audible signal acknowledging availability of displayed information on the portable computer used by the sales agent.